

Appln. No. 10/826,722  
Amendment dated October 15, 2008  
Reply to Office Action mailed June 19, 2008

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims** (deleted text being struck through and added text being underlined):

1. (Currently Amended) A method for generating a profile distinction in a computerized transaction system, the profile distinction being associated with a transaction between a user and a merchant, the method comprising:

determining, by the computerized transaction system, if the computerized transaction is associated with the user or if the computerized transaction is associated with the user on behalf of a third party;

aggregating, by the computerized transaction system, information associated with the transaction in a profile corresponding to the user if the computerized transaction is determined to be associated with the user; and

aggregating, by the computerized transaction system, the information associated with the transaction in the profile corresponding to the user according to a profile distinction associated with the third party if the computerized transaction is determined to be associated with the third party;

determining an offer tailored to either the user or to the third party based upon either the profile corresponding to the user or the profile distinction associated with the third party; and

presenting, by the computerized transaction system, the offer to the user ~~one or more of: a special offer, a promotion, a product recommendation, and a product suggestion, that is tailored to one of the user and the third party using the aggregated information associated with the transaction ;~~

wherein the offer comprises one or more of: a special offer, a promotion, a product recommendation, and a product suggestion .

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2. (Cancelled)

3. (Original) The method according to claim 1, further comprising:  
determining if the profile distinction associated with the third party is  
already present in the profile;

establishing the profile distinction associated with the third party if  
the profile distinction is not already present in the profile; and

aggregating the information associated with the transaction in the  
profile distinction associated with the third party if the profile distinction  
is already present in the profile.

4. through 9 (Cancelled)

10. (Currently Amended) A method for generating, in a  
computerized transaction system maintaining a computerized database  
system, a profile distinction associated with a transaction between a user  
and a merchant, the method comprising:

initiating a computerized transaction with the user by the merchant for  
a subject using the computerized transaction system;

receiving, by the computerized transaction system, from the user an  
indication of whether the subject of the computerized transaction is  
intended for use by the user or by a third party;

distinguishing in the computerized database system between the  
subject of computerized transactions by the user that is intended for use by  
the user and the subject of computerized transactions by the user that is  
intended for use by the third party;

aggregating information associated with the transaction in a profile  
corresponding to the user if the subject of the computerized transaction is  
determined to be associated with the user and aggregating information  
associated with the transaction in the profile corresponding to the user  
according to a profile distinction associated with the third party if the  
subject of the computerized transaction is determined to be associated with

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the third party;

determining an offer tailored to either the user or to the third party based upon either the profile corresponding to the user or the profile distinction associated with the third party; and

presenting [[[an]]] the offer to the user based upon the information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the user ;

wherein the offer comprises one or more of: a special offer, a promotion, a product recommendation, and a product suggestion .

11. (Previously presented) The method of claim 10 wherein the presenting the offer to the user is not based upon the information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the third party.

12. (Previously presented) The method of claim 10 further comprising aggregating, in a user profile for the user in the computerized database system, information regarding the subject of computerized transactions by the user that is intended for use by the user; and

aggregating, in the user profile for the user in the computerized database system, information regarding the subject of computerized transactions by the user that is intended for use by the third party.

13. (Currently Amended) The method of claim 12 wherein presenting the offer to the user is based upon the aggregated information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the user .

14. (Previously presented) The method of claim 13 wherein the presenting the offer to the user is not based upon the aggregated information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the third party.

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15. (Currently Amended) The method of claim 12 further comprising recommending a product to the user, the presentation of the offer being based upon the information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the user.

16. (Previously presented) The method of claim 15 wherein the recommending of the product to the user is not based upon the information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the third party.

17. (New) The method according to claim 1 wherein the offer is not based upon the profile corresponding to the user or the profile distinction associated with the third party.

18. (New) The method according to claim 10 wherein the offer is not based upon the profile corresponding to the user or the profile distinction associated with the third party.